


talked with Paintmaster's owner, Brian Sweeney; worked with the Attorney General's Office, agreeing to binding arbitration, which Paintmaster's would not agree to; and worked with Contact 2, just getting the run-around month after month. Meanwhile we have been left making car payments, insurance payments, licensing, and have been forced to buy an old, unreliable clunker car to get to work--plus the insurance and licensing on the additional car--and we have been without our car for over a year! Also please note that Auto Craft charges approximately \$10 per day for storage fees -- this is another expense we will be responsible for -- keep in mind the car has been there around eight or nine months.

There is really no way I can tell you how much trouble this has caused us. As you may have guessed from our address, I am in the Air Force and do not have a large income. This has been and will continue to be a tremendous financial strain on our family if we cannot get some help soon. I must be honest and tell you that we were surprised that Contact 2 took no more interest in this than it did. We would think that your viewers would like to know about a business that takes advantage of its customers; and we would have thought that, in light of all the sacrifices the military has made recently, we would be able to get a little more support. We would really appreciate any help you could offer. Thank you for your time.

Sincerely,

Angela M. Lewis + 

Angela M. Lewis and Harold J. Lewis

SH0010389

SEP 11 1991

74

PK

John R. Macauley  
641 S. Montford Ave.  
Baltimore, MD 21224

Director of Programming  
WMAR TV2  
6400 York Road  
Baltimore, MD 21212

September 9, 1991

Dear Sir/Madam:

This letter is being written to express my extreme displeasure over the changes in Channel 2's daytime programming. Enough with the talk shows! Donohue, Rafael, Rivera, Williams and Winfrey - 5 hours is a bit much. I am especially upset by your removal of one of the best (consistent Emmy winner) Santa Barbara and re[place it with (of all people) Montel Williams.

Over the years, I've been progressively more disappointed with TV2. Our household has switched to Channel 11 News at Noon, 6 and 11. We now only watch TV2 for those NBC programs that are favorites. Do you even care?

Sincerely,



John R. Macauley

cc: NBC

SH0010397

Dear Sir

Sept 10, 1991

I am writing to know why they  
took Santa Barbara off of Channel  
2. I love watching it I am handicapped  
in a wheel chair I don't get out much  
so I watch a lot of TV please see  
if you can't put it back on.

Yours,  
Jennifer Flores

P.S. any time is alright by  
me

© Hallmark Cards, Inc.

SEP 18 1991

SH0010396

September 11, 1991

To whom It May Concern,

I use to be a loyal watcher of Lorta  
- Barbara until it was taken from us because  
of greed.

If you think S/B was low in ratings wait  
still you see the ratings for Channel 2. This  
new talk show, no way, I didn't even hang  
around long enough to find out its name, & I  
never will because I have permanently switched  
channels, Channel 2 cannot be trusted any longer  
we will never know when it will happen  
again & I refuse to be betrayed again.

S/B has many fans here & they are upset  
& angry because they have been left longing  
& cannot get S/B on other channels.

The people who make these bad decisions have  
a responsibility to their viewers. Many of my friends along  
with myself have switched. I feel sorry for  
people who feel their pocket books are more  
important than the many people who made the  
Channel 2 what it is, the viewers!

A former Channel 2  
watcher

SEP 16 1991

SH0010391

pp  
Mrs. Edward G. Ruark  
310 E. Melrose Avenue E.  
Baltimore, Maryland 21212

Mr. Arused J. Ikleiner  
General Manager  
8400 York Road  
Baltimore, Md. 21212

Dear Mr. Ikleiner:

Good heavens! not another  
talk show. please.

Bring back the preposterous but  
highly entertaining Santa  
Barbara.

We viewers are backed by  
city, state, national and world  
problems several times a  
day on news programs so

SEP 16 1982

SH0010436

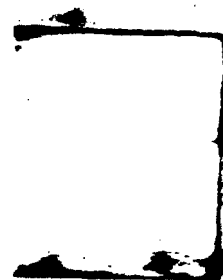
that it's a delight to escape  
for an hour.

Bring back Santa Barbara

Sincerely

Julia S. Ruark

September 11, 1991



12 1958

Sept 11

To whom it may concern,

I have never written a letter of this kind and I'm sure the only thing it will do is make me feel better.

Recently I thought to write and tell you how much I enjoyed Horace Holmes doing the evening news. I've enjoyed him in the morning since he started but his light heartedness and his voice were a welcome addition to the evening. I will miss seeing him and others but after your recent program changes I have decided to watch Channel 2 as little as possible except you at night. Your day time line-up stinks! Three straight hours of talk shows, half hour break for news, two hours of soaps (I was a Santa Barbara watcher - was anyone there aware that it's an award winning show), and then

SH0010394

Another two hours of talk shows.  
I think most of us are getting a  
little sick and tired of all the negative  
and stupid topic on talk shows.  
We've all seen enough cross dresses  
transvestites, abusive fathers, mothers  
etc. With so much bad in the  
news I think we all need some  
entertaining or time to lose ourselves  
in the imaginary world of soaps and  
or game shows or even sit-com  
reruns.

Thanks for letting me get this  
off my chest. I will miss seeing  
the people at channel 2 but in  
time will become familiar with  
though on 11 or 13.

Sincerely,  
Christy Dedianto



Sept. 12, 1991

SUBJECT: NORTON LEWIS AND HIS FLAKY MORNING  
WEATHER REPORTS.

SIR,

WHO I AM IS UNIMPORTANT, BUT WHAT  
CONCERNS ME MOST IS, WHY DOES NORTON LEWIS  
RESIST GIVING CURRENT WEATHER STATISTICS IN  
THE MORNING WEATHER REPORTS? WHEN I  
GET UP IN THE MORNING, I WANT TO KNOW  
WHAT'S GOING ON OUTSIDE AT THAT MOMENT  
WITH THE WEATHER, NOT 8-12-24 OR 36 HOURS  
LATER. WHEN HE FIRST CAME TO CHANNEL 2,  
HE RESISTED GIVING CURRENT TEMPERATURES AND  
NOW HE IS DOING IT AGAIN. I HAVE TO CALL  
THE WEATHER BUREAU TO FIND OUT WHAT THE  
CURRENT STATISTICS ARE AND THAT'S RIDICULOUS.  
THERE IS NOT A WEATHER MAN IN THE COUNTRY  
THAT DOES NOT GIVE THE CURRENT STATISTICS.  
BRING BACK KEN PHILLIPS AND THE PROBLEM  
WILL BE SOLVED. NOW THERE IS A WEATHERMAN.

"A CONCERNED CITIZEN"

SEP 14 1991

SH0010390

PF

7251 Chasewood  
Mo. City, TX 77489-2516  
(713) 438-0807

September 12, 1991

Ms. Emily Barr  
WMAR-TV  
Programming Manager  
6400 York Road  
Baltimore, MD 21212


Dear Ms. Barr:

It has come to my attention that your station has canceled the showing of Santa Barbara. The cancellation of Santa Barbara is incomprehensible to me. I have been an avid Santa Barbara viewer for a number of years. It happens to be the very BEST daytime drama on ANY network. I am sure you are aware of its Emmy Award winning history. At a time when daytime drama is struggling, NBC shows in particular, I cannot understand the reasoning for this move. Santa Barbara itself has been struggling. But with the return of the Dobsons and the recent acquisition of Paul Rauch, there IS much hope for the future. As far as I can see, you are attempting to lower its ratings even further. What in the hell is the purpose? I thought NBC was attempting to attract daytime viewers, not alienate them. What kind of affiliate would not support one of NBC's most exceptional programs? It truly baffles me.

This move is degrading to both daytime drama and its fans. If this happened where I live, I would swear off NBC's daytime and primetime programming and GENERAL ELECTRIC products forever. Turning the channel may be the soap fan's only option -- then you shall see how low the NBC Neilson's rating figures can go.

Thank you for your consideration of this letter. I HOPE THAT YOU AND OTHER NBC AFFILIATES WILL DISCONTINUE YOUR SNUBBING OF THIS MOST MARVELOUS AND EXTRAORDINARY OF TELEVISION GENRE -- THE DAYTIME DRAMAS. SANTA BARBARA IN PARTICULAR.

Sincerely,

  
Stacy L. Gouge

cc Mr. Nolan Quam, KPRC-TV Houston  
Warren Littlefield, NBC Entertainment President

SH0010434

## **■ Don't Cancel**

### **SANTA BARBARA!**

I recently read that *SANTA BARBARA* is in danger of cancellation. This amazes me! It was bad enough that NBC killed *GENERATIONS*, a truly unique and innovative program, but *SB* too? The ratings may not be good, but NBC was once a network dedicated to quality, at least in primetime. *SB* has won numerous Emmys and the show is only seven-years-old. I am a recent convert due to the presence of Gordon Thomson (Mason) and I'm sure Jack Wagner's presence will bring on a slew of new viewers, but the show needs more time to prove itself. So I ask the fans to write to the sponsors. And I ask NBC daytime — how about learning the same lesson NBC primetime already learned: Dedication to quality does pay off in the end.

**E.C.**

**Highland Heights, KY**

---

[illegible]

Mr. Donn Stanley Walsh  
4613 North 24th #1/2  
Tacoma, WA 98408-3415

**SH0010393**

PF

Mrs. Louise Potts  
3023 Beest St  
City 21218

Sirs:

Why did you take  
Santa Barbara off the air  
for another talk show we  
have enough of talk  
shows already I've watched  
this "Santa Barbara" for years  
don't tell me to get it on  
another channel for I can't, I'm  
a Senior Citizen and enjoy my  
soaps I'll never forgive you  
you didn't consider the fans  
at all just cramed another  
uninteresting talk show  
on us.

Sincerely  
Louise Potts

SEP 13 1991

Programmer:

I can not believe you  
cancelled Santa Barbara  
for 7 weeks and are  
considering to do it  
permanently for what?

Another talk show! Talk  
shows are being crammed  
down our throats. 'Enough  
is enough.' There must  
be at least 10 talk  
shows on all day. I  
enjoy watching many  
shows on WMAR. But,  
Santa Barbara is my  
get away, with 4 kids  
I need a get away.

Everyday from 3-4 that  
was my quiet time.

I don't want to give  
that up for a talk

What I am giving  
 up channel & until  
 my time is over I  
 am again.

I hope this month  
 or winter less the  
 low channel diet of  
 ratings.

BRING  
 Santa

Barbra  
 Backo

Dawn Lewinski  
 1710 Chesaco Ave  
 Balto Md.  
 21237

PF 88

1679 Brickhouse Bar Ct.  
Annapolis, Md. 21401-6514  
September 14, 1991

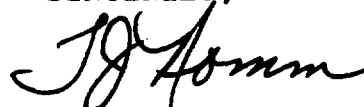
W M A R TELEVISION STATION  
PROGRAMMING MANAGER  
6400 YORK ROAD  
BALTIMORE, MD. 21212

RE: SANTA BARBARA

GENTLEMEN:

AS A LOYAL VIEWER OF SANTA BARBARA, I WAS QUITE DISAPPOINTED THAT YOU HAVE DROPPED THIS SHOW FOR YET ANOTHER TALK SHOW. I HAVE WATCHED SANTA BARBARA EVER SINCE IT BEGAN, THROUGH THE GOOD WRITING AND THE NOT SO GOOD WRITING, AND I THINK YOU HAVE MADE A BIG MISTAKE BY REMOVING IT FROM YOUR AUDIENCE. IT HAS WON MANY AWARDS AND IS CERTAINLY ONE OF THE BEST DAYTIME CONTINUING SHOWS BROADCAST THESE DAYS. I WISH I KNEW WHERE THE SO CALLED RATINGS COME FROM. IT MUST BE FROM PEOPLE WHO ARE NOT WATCHING THEIR TELEVISION DURING THE DAY TIME. I NOW WATCH IT ON CHANNEL 4 FROM WASHINGTON. THANK GOODNESS THEY HAVE NOT PULLED IT FROM THEIR LINEUP.

SINCERELY,

  
TRUDY J. NOMM

SEP 17 1991

SH0010408



Dear Mr Kleiner,  
your decision to drop "Santa  
Barbara" coupled with your remarks  
about your audience in the Evening  
Sun have caused me to stop  
watching Channel 2 News after 15  
years of constant viewing. The  
ratings do not reflect VCR taping or  
give you a truly accurate view. You  
could at least run "Santa Barbara" in  
the wee AM hours so loyal viewers  
could tape it. Martha Blaine

SH0010410

Sept. 17, 1991

WMAR-TV:

TOO MANY TALK SHOWS DURING THE DAY. Bring back  
SANTA BARBARA....PLEASE.....THANK YOU.

MRS LEONA MISKELLY  
3514 PELHAM AVENUE  
BALTIMORE MD 21213

SEP 19 1991

Dear Program Director,

I was very annoyed to see in L. V. Guide that you will be pre-empting a tribute to Michael Landon on Tuesday, Sept. 17 for baseball. Not everyone likes baseball. But few people didn't like Michael Landon. The least you could do is put the tribute somewhere else in your schedule. Unfortunately, I do not receive any of the channels the tribute is on. But you can bet I won't be watching WMAR!

Sincerely,

9/13/91  
Spoke to her on  
phone - Sun 4-6.

Mrs. Judy Hearn  
7966 St. Claire Lane  
Baltimore,  
Maryland 21222  
388-0762

SEP 16 1991

SEP

3

SH0010419

Sally K. Davis  
Goucher College  
Towson, MD 21204

September 18, 1991

Channel 2 Program Director  
6400 York Road  
Towson, MD 21204

Dear Channel 2 Program Director,

I am writting to complain of your decision to broadcast the baseball game on September 17 instead of NBC's Law & Order. This critically acclaimed series was showing an emotional season premier. However, you chose to show a baseball game so therefore, I was forced to watch Law & Order on a Pennsylvania station. It was not until 10:30 that I was able to view the program on Channel 2 and to my dismay it was already in progress. I believe that this was an error on your part and that there should be careful consideration next time.

Thank You,

Sally K. Davis

SH0010433

Dear Sir or Madam,

Can you please do something about putting Santa Barbara back on. Santa Barbara is one of my favorite shows, when I'm home during the week I enjoy watching it, and I really miss it. ~~I~~ I have watched part of the Montel Williams show and I don't like it. Please do something.

Thank you  
Candy Mer

SP 10 11

SH0010432

PF

Clark Conkling  
1364 McDonald Road  
Shady Side, MD 20764

September 20, 1991

WMAR-TV, Channel 2  
6400 York Road  
Baltimore, MD 21278

Sirs:

I hope you will go back to showing the David Letterman show at its normal time -- that is, beginning at 12:35 a.m., right after the Tonight Show.

Or, if you leave it at 1:05 a.m., at least be consistent in showing the program in its entirety. Earlier this week, on Tuesday night (Wednesday morning) September 17, at 1:05 a.m. you joined the earlier feed, thereby skipping the first half of the program. If I had known that in advance, I could have set my VCR to tape the program out of Washington on Channel 4 at 12:35 a.m., and I wouldn't have missed half of it. I watch it on Channel 2 because your reception is better in my area.

Joining the program in progress had nothing to do with the Baseball game which you ran earlier, because you had already joined the pre-11:00 p.m. show already in progress, so by the time of the 11:00 p.m. news, you were already back in sync. and on schedule.

I can't believe you have enough interested viewers of Inside Edition to justify running the Letterman show a half hour late. I hope a number of other people have asked you to change it back to the way it was.

Thanks.

Sincerely,

  
Clark Conkling

SH0010420

Sept. 20, 1991

PK

Editorial Reply  
6400 York Rd.  
Baltimore, MD 21212

Dear WMAR,

I usually enjoy your programming. I especially like the Today Show with Katie Couric. Therefore, I was quite distressed to see the Editorial done by your general manager Arnold J. Kleiner about adding homosexuals to minority status in local legislation, this morning and last night during the evening news. I simply could not disagree more. Do you intend to allow someone with an articulate, educated, credible, opposing view to express their opinions during those same slots soon? This seems only fair. Unfortunately, I doubt this will occur so I think I'll watch Good Morning America. It seems to present a more middle-of-the-road view.

Sincerely,

Sam Jente

SH0010414

D-File

TO: WMAR-TV 2 Programming Department  
FROM: Don Asmonga (301)982-0978  
RE: Sunday football programming.  
DATE: Septmeber 20, 1991

Dear Sir/Madam:

I have collected these signatures in an effort to have you re-evaluate your decision to broadcast the Cleveland Browns - New York Giants football game.

I truly hope you consider this request. If you would like to contact me, I can be reached at the above number. Thank you.

Sincerely,



DONALD ASMONGA

SH0010415



WE, THE UNDERSIGNED, REQUEST THAT WMAR-TV 2, BALTIMORE, RE-EVALUATE ITS DECISION TO BROADCAST THE CLEVELAND BROWNS - NEW YORK GIANTS FOOTBALL GAME ON SUNDAY, SEPTEMBER 22 AT 1 P.M. BECAUSE OF THE STANDINGS, THE PROXIMITY OF BALTIMORE TO PHILADELPHIA AND PITTSBURGH, AND THE NUMBER OF PITTSBURGH AND PHILADELPHIA FANS IN THE BALTIMORE/WASHINGTON AREA, THE IMPORTANCE OF THE PITTSBURGH STEELERS - PHILADELPHIA EAGLES GAME EXCEEDS THAT OF THE BROWNS/GIANTS GAME. WE HOPE THAT YOU WILL RECONSIDER YOUR DECISION AND TELEVISION THE PITTSBURGH/PHILADELPHIA GAME. THANK YOU FOR YOUR CONSIDERATION.

Donald R. Ammer

Barbara Brown

Cynthia Brady

Doug Young

Mary Buckner

Ronni Levine

Angie Wilson

~~Robert J. [unclear]~~

~~William [unclear]~~

Frank M. [unclear]

Phil [unclear]

Donna [unclear]

Jim [unclear]

Erin [unclear]

Frederick [unclear]

David [unclear]

Robert J. [unclear]

John [unclear]

Gary [unclear]

Tom [unclear]

Mike [unclear]

William D. [unclear]

Charles C. [unclear]

Edwin [unclear]

John [unclear]

John [unclear]

Joe [unclear]

Eric [unclear]

Robert [unclear]

C. [unclear]

Rich [unclear]